

THE BLUE MOON

A Bimonthly Publication of the Kentucky Arts Council

Volume 8 Issue 5

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The Premiere Showcase of Kentucky Traditions

The Kentucky Folklife Program feature articles in the past two issues of the Blue Moon have focused on two forms of traditional art important to regional expression in the commonwealth. Thumbpicker Eddie Pennington from the Western Kentucky community of Princeton and Park City basketmakers Lestel and Ollie Childress were highlighted as examples of the continuity of traditionally learned art forms found in the region. Kentuckians will soon have a chance to learn more about these and many other Kentucky traditions first hand.

The 2001 Kentucky Folklife Festival celebrates its fifth annual showing in Frankfort on September 27th, 28th and 29th. Each fall since 1997, the festival has showcased rich cultural heritage of the commonwealth by presenting living traditions documented by the Kentucky Folklife Program. This year we will once again bring to the grounds of the Old State Capitol more than one hundred musicians, artists and food vendors to share their traditions with visitors from around the state and beyond.

Nearly 30,000 visitors came to the festival (including 8,500 school children) last year to learn how folklife is hinged on Kentucky's past, lives in the present, and is bound for the future. This year the number teachers and students visiting on the first two days of the festival has reached an all-time high with 10,000 registered for this hands-on educational exploration of our state's traditional cultures.

Folklife presentations will include a wide array of music and dance performances, cooking demonstrations on the foodways stage, hands-on children's activities, along with an insider's view of the occupational traditions of river and farm workers.

Modeled after the Smithsonian's American Folklife Festival in Washington, D.C., the Kentucky Folklife

Festival highlights thematic glimpses of the state's diverse folklife. This year our regional theme shifts from the Country Music Highway, Route 23, in Eastern Kentucky, to the Dixie Highway, Highway 31W. This central Kentucky byway stretches from Louisville to Franklin and has long been a favorite tourist route for travelers making a journey to and through our state. At this year's festival, visitors have the opportunity to learn about the unique traditions associated with this region of Kentucky. In this area of the festival you can talk with cave area guides, visit a roadside souvenir stand, hear traditional music from many of the area's bluegrass and gospel groups, and learn about the techniques used by some of South Central Kentucky's finest basketmakers.

Beyond the Hiway 31 theme area, visitors will want to take a side trip to the rest of the festival to visit with the many Kentucky tradition-bearers who are returning as part of the festival's five-year anniversary. Festival goers will have the opportunity to learn about Kentucky's unique cultural heritage as active participants; playing Rolley Hole marbles, talking with farmers about tying tobacco, exploring and sharing personal family traditions in the family folklore tent or learning the skills needed to build a dry stone fence. Once again, the Festival will be the time to enjoy some western Kentucky barbecue, take a riverboat ride on the beautiful Kentucky River, or purchase traditional craft items at the Festival Shop.

The showcase of musical traditions of Kentucky is the perennial favorite of the festival. From Bluegrass to Louisville blues, music is in the air throughout the site on three different stages. An exciting addition to the festival this year is a "jamming area," — an opportunity

continued on page 3

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NATIONAL
ENDOWMENT
FOR THE ARTS

Interim NEA Chair Appointed

The White House appointed Robert Sidney Martin, former director of the Texas state library commission, to serve as acting chairman of the National Endowment for the Arts (NEA) when current NEA Chairman Bill Ivey steps down on September 30. Martin has already been confirmed by the Senate to head the Institute of Museum and Library Services as of October 1. Martin will assume both posts until a new NEA chair is appointed by the president and confirmed by the Senate.

NEA Announces \$1.47 Million in Challenge America Grants, Kentucky Receives \$90,000

The National Endowment for the Arts recently announced the awarding of \$1,470,000 in 164 grants through the Arts Endowment's Challenge America: Community Arts Development program. Organizations in 48 states will receive grants to support projects that use the arts to encourage the vitality, livability and growth of their communities. Grantees are from communities in rural or inner city neighborhoods with limited arts resources.

Community Arts Development is the second of Challenge America's two fast-track granting programs that use a streamlined application and review process. Positive Alternatives for Youth grants, the first of the Challenge America fast-track programs, were announced in early June. Challenge America projects focus on arts education and enrichment, after-school arts programs for youth, access to the arts for underserved communities, and through this second fast-track component, community arts development initiatives.

(continued on page 7)

Congratulations to Bob Stewart 2001 Tourism Director of the Year

Bob Stewart, Commissioner of the Kentucky Department of Travel, has been named 2001 Tourism Director of the Year from the National Council of Tourism Directors. Stewart has headed the Department of Travel, an agency of the Tourism Development Cabinet, since 1992. In the last year he directed an entirely new tourism positioning for the state and rolled out a new advertising and marketing program. The campaign, "Kentucky. It's *that* friendly," takes advantage of long-held perceptions regarding the graciousness and warmth of Kentucky's people. Last year, the Kentucky tourism industry hit \$8.8 billion in tourism expenditures, an all-time high.



Kentucky Folklife Festival *(continued)*



for performers to share their music on a personal level and learn from other musicians. The jamming area on Thursday the 27th will be dedicated to the bluegrass music tradition. At this site, pickers, players, and general enthusiasts are welcome to come, listen, play or otherwise enjoy some of Kentucky's best music under the trees of the Old State Capitol. On Friday the Western Kentucky Thumpicking tradition is highlighted and on Saturday an open jam will bring a variety of performance styles together.

After each full day of festival folklife demonstrations there will be free evening concerts on the lawn of the Old State Capitol. The Thursday evening concert will be a bluegrass show with several well-known Kentucky bands taking the stage. The line-up will include Frankfort's own **No Tools Loaned**; the **Hayes Brothers** and **Arthur Hatfield** with his band **Buck Creek** from the 31W region; and festival-favorite **Homer Ledford** and **Cabin Creek**. On Friday musicians from along Highway 31W will energize the crowd with an eclectic mix

of bluegrass, country, jazz, and the blues. Louisville's blues songstress **Tanita Gaines** and her band **The Accused** will close this evening. Saturday's finale concert dedicated to Kentucky's musical heritage is a reunion of sorts as we bring to the stage a number of festival favorites. Included this evening are **Zoe Speaks**, the **Northern Kentucky Brotherhood**, fiddler **Clyde Davenport**, **Eddie Pennington**, and the legendary ballad singer **Jean Ritchie**. Headlining the evening will be **Sam Bush**, the phenomenal fiddle and mandolin player and co-founder of **The New Grass Revival**.

According to Folklife Program Director Bob Gates, "The folklife festival is designed to teach us how to look at and identify our own traditions and at the same time help us to understand the important heritage of others. It is a way to break down barriers between ourselves and the people we live with in our communities."

The Kentucky Folklife Festival is the state's premiere event for exploring both the concept of folklife—the way we communicate and express ourselves in small groups—and the connecting of this understanding to the range of folk groups that share our community space. As we become familiar with the notion that we all belong to a multitude of folk groups, whether family or work-related folk



Kentucky Folklife Festival Hours

Thursday and Friday, September 27th and 28th: 9 a.m. to 8 p.m.
Evening concerts begin at 4 p.m. on Thursday and 7 p.m. on Friday

Saturday, September 29th: 10 a.m. to 8 p.m.
Evening concert begins at 5 p.m.

Admission to all events are free but donations are appreciated and will support future Kentucky Folklife Festivals.

groups or groups centered around community-learned art or music forms, we begin to understand that folklife is not antiquated and static but fluid and alive in our own lives and social surroundings today. This is the essence of the Kentucky Folklife Festival.

The Kentucky Folklife Festival is sponsored by the Kentucky Folklife Program, an inter-agency program of the Kentucky Historical Society and the Kentucky Arts Council, state agencies in the Education, Arts & Humanities Cabinet.



If you are interested in knowing more about the Kentucky Folklife Program and its presentation efforts and available grants, please contact our office at 1-888-833-2787 ext. 4481 or 4482.

Notes from the Field

When contacting your Circuit Rider, please note: All Circuit Riders are now receiving their email via the state's web server. Please note their new addresses, following their "Notes."

Reporting from

Bell, Boyle, Breathitt, Clay, Estill, Floyd, Garrard, Harlan, Jackson, Johnson, Knott, Knox, Laurel, Lawrence, Lee, Leslie, Letcher, Lincoln, McCreary, Madison, Magoffin, Martin, Owsley, Perry, Pike, Powell, Pulaski, Rockcastle, Whitley, and Wolfe Counties.

This month I want to tell you about a new initiative that I am involved in as a writer as well as a circuit rider. I am working with watercolor artist, Pat Banks, videographer, Gabrielle Beasely, and artist/arts educator, Joanne Guilfoil, on a project called Shaped by Water. Shaped by Water integrates the arts with environmental awareness and cultural heritage. Our goal is to develop a network of artists, educators, and environmental and community leaders who are committed to using the arts to promote awareness of our waterways.

Our waterways are an integral part of the culture of our region. When you ask someone in Southeast Kentucky where they live, the answer is likely to involve a watershed... Laurel Creek ... Billy's Branch ... Morris Fork... Black Lick. Small wonder. Our culture, as much as our landscape, has been shaped by water. Since prehistoric times, the people of Eastern Kentucky have depended on our rivers and creeks for spiritual as well as practical reasons, for washing our souls as well as washing our clothes. In the past century, however, our watersheds have been laid waste by industrial development, agricultural development,

and coal mining. Across Eastern Kentucky, dedicated citizens have worked alone or formed coalitions to protect our watersheds. Programs like PRIDE link community groups and school children in networks to test our waters, to identify sources of pollution, and to clean up our waterways. The Kentucky Folklife Program has gathered oral histories and photos documenting the central role that our rivers have played in our culture. We have begun to realize how much and in how many ways we depend on our waterways. It is not simply the straightforward fact that humans must have clean water to sustain life. We also need our waterways — our creeks, our rivers, our waterfalls and pools, our thousands of rivulets flowing down cliff faces in the spring, frozen into ice sculptures in winter. We need them because they have made us what we are, a land, a people shaped by water.

Shaped by Water is a long-term project that is making a promise to the past and to the future of our waterways. Using the arts as a vehicle, we will work to promote awareness of our waterways — their beauty and their fragility — to help people reconnect to their rivers and creeks, to claim them, to become responsible for them, to love them. We will involve schools and communities in gathering oral histories, writing stories and poems, painting pictures, quilting designs, singing, and dancing to celebrate our rivers and our heritage.

Our first event, supported by an Arts and Activism planning grant from the Kentucky Foundation for Women and the Center for Appalachian Studies at Eastern Kentucky University, will take place on Saturday, October 20th. We are inviting women artists, educators, and community leaders to join us for a day of art and watershed awareness activities, beginning with a dawn ride on a paddle boat down the Kentucky River. We will provide sessions on using visual arts, music, video, and creative writing to promote awareness of the importance of our waterways to our lives. We will assist participants in developing ideas for arts/environmental activities in their own

communities and provide them with follow-up support, resources and information for sources for grant funds to implement their ideas.

If you would like more information about this project, contact me (contact information below) or Pat Banks at 859-527-3334, patbanks@ipro.net.

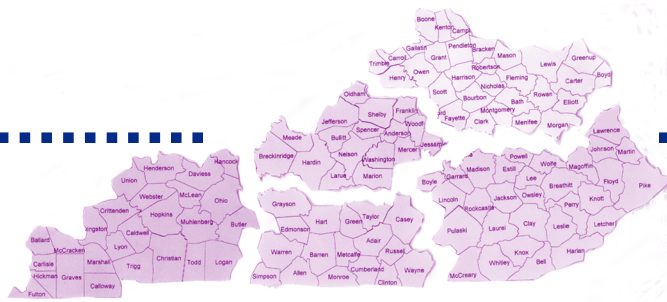
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Reporting from

Anderson, Breckinridge, Bullitt, Franklin, Hardin, Jefferson, Jessamine, LaRue, Marion, Meade, Mercer, Nelson, Oldham, Spencer, Shelby, Washington, and Woodford Counties.

KAC welcomes Suzanne Adams as the new Circuit Rider for this region. See page 15 for more information about Suzanne, and watch the next issue of Blue Moon for Suzanne's Notes From the Field. Contact Suzanne for information about the arts in your region.

**Your Circuit Rider,
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Reporting from

Bath, Boone, Bourbon, Boyd, Bracken, Campbell, Carroll, Carter, Clark, Elliott, Fayette, Fleming, Gallatin, Grant, Greenup, Harrison, Henry, Kenton, Lewis, Mason, Menifee, Montgomery, Morgan, Nicholas, Owen, Pendleton, Robertson, Rowan, Scott, and Trimble Counties.

Greetings! Fall is here, and it's time to get to work on grant writing! I want to direct your attention to programs with upcoming application deadlines:

Opportunities for Individual Artists: September 17 is the deadline for the Individual Artist Fellowships. These awards recognize the creative excellence of individual Kentucky Artists and support the advancement of their careers. Fellowships are awarded annually on a rotating basis by discipline. December 3 is the next quarterly deadline for the Individual Artist Professional Development Program. This program funds first time opportunities or activities that help artists further their careers.

Opportunities for Arts In Education: The Teacher Incentive Program (TIP), a residency program, helps teachers to bring professional artists into Kentucky schools and communities for one or two week residencies to demonstrate their art forms and share their creativity with students and teachers. This deadline is October 15.

Opportunities for Community Arts: The Kentucky Arts On Tour Grant Program helps make performing arts events available to the people of the commonwealth. This program provides presenters with partial fee support for booking artists, ensembles and companies included in the Kentucky Arts Council's 2002

*Performing Arts On Tour Directory or for those included in the Southern Arts Federation state directory. Deadline for this application is **December 11.***

All of the guidelines for these programs can be found on the KAC's excellent website www.kyarts.org, or for more information, I can be reached at the NEW contact information listed below. I look forward to working with you.

Your Circuit Rider,
Casey Billings

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Reporting from

Ballard, Butler, Caldwell, Calloway, Carlisle, Christian, Crittenden, Daviess, Fulton, Graves, Hancock, Henderson, Hickman, Hopkins, Livingston, Logan, Lyon, Marshall, McCracken, McLean, Muhlenberg, Ohio, Todd, Trigg, Union, and Webster Counties.

It's Autumn across Kentucky and that is very often a time of beginnings. Schools are back in session, returning parents and children to a more structured day-to-day routine after the carefree days of summer and vacations.

But school openings aren't the only beginnings. Community concert series, orchestras,

community theatres, and performing arts centers are all starting their seasons, bringing many arts activities to their communities. These performances, in partnership with year-round visual arts activities, enrich the lives of everyone in the community. And, particularly in the case of community theatres and orchestras, help develop an even greater appreciation of the arts through active participation either on stage or behind the scenes.

All of these arts activities give you a great chance to get involved. And you get to choose how you wish to be involved—audience, performer, set construction, costume design and construction, and so many more things—the list is endless. Call now and get involved in your arts organization, you'll be glad you did.

But beginnings don't only mean new seasons or new school years; they can also mean new buildings or new organizations. We have three examples that leap to mind here in the Western/Purchase Region.

First, the Paducah Film Society has moved into its new home, The Maiden Alley Theatre. It's a brand new 145-seat theatre in downtown Paducah that they will be sharing with the River Heritage Museum and the Seaman's Church Institute training facility. Formerly a tenant of the Markethouse Theatre, the film society will now be able to show a different award winning domestic, independent, or foreign film each weekend.

Second, the boyhood home of Bill Monroe in the small Ohio County community of Rosine has been undergoing a restoration. The home, even in its run-down condition, has long been a magnet for bluegrass musicians and fans from around the world who have come to visit the place where Bill Monroe's music all began. James Monroe, Bill's son, put the first nail in the project in place earlier this year at the

Notes From the Field

Continued

annual Bill Monroe Festival. The work, sponsored by the Bill Monroe Foundation based in Rosine, was recently finished and celebrated with a ribbon-cutting at the newly restored cabin.

The last example of a beginning is the Groundbreaking Ceremony for the Four Rivers Center for the Performing Arts in Paducah. After years of planning, fundraising, and preparation, the 1800 seat center will soon become a reality. The final completion and grand opening is a few years down the road, of course, but this is truly a milestone in the ongoing process of bringing this center to Paducah and the surrounding region.

Congratulations to everyone involved not only in the three projects cited, but also in every arts organization in the region. Your efforts have enriched the lives of everyone around you and will continue to do so for years to come.

Your Circuit Rider,
Mary Jackson-Haugen

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Reporting from

**Adair, Allen, Barren, Casey,
Clinton, Cumberland,
Edmonson, Grayson, Green,
Hart, Metcalfe, Monroe,
Russell, Simpson, Taylor,
Warren, and Wayne Counties.**

Congratulations to all those whose grants were funded in the last round!! All of these will be noted elsewhere in this Blue Moon, but I would like to mention several from our region:

Seven schools in our region will be bringing in artists for one and two week art projects through the Teacher Incentive Program Grants. Several of these, in addition to working with students, will be focusing on Professional Development for the teachers and schools so that educators become more comfortable in teaching these art disciplines in the future. A grant awarded to the Cumberland County Alternative School Educational Program will have students studying and learning about murals and beginning their own mural. The artist will also work with the principal and staff so they can carry on and complete the project themselves.

Several Tour of Kentucky Folk Music Grants have been awarded: The Kentucky Museum of Western Kentucky University, Mammoth Cave National Park and the City of Horse Cave/ Vision Horse Cave Festival.

Some of the other happenings in our Region will be:

The Horse Cave Heritage Festival, being held in downtown Horse Cave September 13th, 14th and 15th, is in it's second year and will be starting off with a variety of events—including a main street parade, hot air balloon rides, music and dancing. Friday's festivities will feature exhibits of arts and crafts, historic walking tours, a kids arcade and free music on two stages from 7pm to 10. On Saturday the arts and crafts and other events will continue with free music on both stages beginning at 10am. They have included a line-up of bluegrass, folk, Celtic, gospel, blues and country/ rock. There will be a paid admission concert Saturday evening you won't want to miss...starting at 8pm with Soul Grass, Curtis Burch and Friends and then at 9pm the John Cowan Band.

The Bell's Tavern Heritage Festival will be held Saturday, September 22nd in Park City, right off of I-65 at Bell's Tavern Historical Park and the adjacent Park City Lion's Club facility (one block off of Hwy. 31-W). They

will kick off mighty early with a pancake breakfast from 6 to 11am, along with a Farmer's Market. The Opening Ceremony will begin at 10am and then you will be able to view arts and crafts booths, with demonstrations, rock climbing, hot air balloon rides, and a full-day of performances from bluegrass to storytelling, a barbershop chorus to blues/ rock/ country, gospel and two Chautauqua performers: Duane Murner as "Simon Bolivar Buckner" and Sandy Harmon as "Lily May Ledford: Coon Creek Girl" (Sponsored by the Kentucky Humanities Council). A number of partnerships have been formed to support this festival, from local businesses to state agencies and the National Park Service.

The Barn Lot Theater in Edmonton is presenting "Heart and Soul of Kentucky," their 2001-2002 Concert Series. Starting August 5th and running until June of 2002 they will be presenting John Edmonds (Gospel), Uncle Mike Carr (Fiddler), Raison D'Etre (a variety of songs from traditional to Shaker tunes and original compositions), Gospelway Bluegrass Singers, and Jennifer Rose (traditional Appalachian music). Please contact them at 270-432-2276 or shane639barnlot@yahoo.com for dates and times.

All of the above speak to the wide variety of wonderful things planned in education and entertainment in our communities, many funded in part through the Kentucky Arts Council.

Your Circuit Rider,
Pat Ritter

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NEA Announces Challenge America Grant Awards *(continued)*

Bill Ivey, Chairman of the Arts Endowment, said, "These grants represent the last of our Challenge America funded projects for 2001. Congress' \$7 million investment in the program has reaped significant benefits, extending the geographic reach of the NEA's grantmaking to more fully integrate the arts into the lives of communities."

Community Arts Development grants support projects that focus on the development of:

- Cultural tourism and cultural districts;
- Civic design projects including the restoration of historic structures;
- Community cultural plans;
- New technology to promote the arts to a wide audience.

Partnerships are a key element of Challenge America: Community Arts Development projects. Community organizations including schools, libraries, chambers of commerce, financial institutions and downtown merchant associations are partnering with arts organizations working in a variety of disciplines such as design, music, visual arts and theater.

National response to the Challenge America program has proven significant. The Arts Endowment received 284 applications requesting over \$2,545,000 from organizations across the country, attesting to the demand for funding to support community-based arts projects.

Kentucky organizations received nine awards through the Challenge America: Community Arts Development funding, totaling \$90,000.

The Bennett Center of London, Inc., London, KY
PROJECT TYPE: Cultural Assessment/Planning, \$10,000
To support a partnership with the London Community Orchestra, Southeastern Kentucky Fine Arts Association, City of London, and the London-Laurel County Tourist Commission for a plan to develop the Belle Bennett Building as a fine arts center offering a variety of cultural experiences.

Covington Community Center, Covington, KY
PROJECT TYPE: Civic Design, \$10,000
To support a partnership with Forward Quest, The Frank Duveneck Arts and Cultural Center, My Nose Turns Red Theatre Company and River Cities Mosaic Public Art Group to create a neighborhood arts center that will serve as a catalyst for community development in a low income area plagued by crime and unemployment.

Greater Louisville Foundation, Inc., Louisville, KY
PROJECT TYPE: Cultural Assessment/Planning, \$10,000
To support a partnership with the Greater Louisville Arts & Cultural Attractions Council and the Regional Leadership Coalition for a comprehensive community arts and cultural plan.

Jenny Wiley State Resort Park, Prestonsburg, KY
PROJECT TYPE: Cultural Tourism/District, \$10,000
To support a partnership with US 23 Cultural Heritage

Network, Kentucky Tourism Development Cabinet, Prestonsburg and Paintsville Tourism Commissions, and County Extension Agents to design and produce a multimedia presentation highlighting the arts and cultural attractions of the region.

Kentucky Community & Technical College System (Somerset Community College), Somerset, KY

PROJECT TYPE: Cultural Tourism/District, \$10,000
To support a partnership with the Kentucky Folk Art Center, Lake Cumberland State Resort Park and Burnside State Park to preserve and promote the work of Harriette Arnow, Kentucky author and cultural historian.

Kentucky Guild of Artists and Craftsmen (on behalf of Appalachian Heritage Highways), Berea, KY

PROJECT TYPE: Cultural Assessment/Planning, \$10,000
To support a partnership with the Center for Appalachian Studies of Eastern Kentucky University, and the Center for Economic Development, Entrepreneurship, and Technology for a regional cultural plan for festivals in seven counties.

Portland Museum, Inc., Louisville, KY

PROJECT TYPE: Cultural Assessment/Planning, \$10,000
To support a partnership with Louisville Metro Parks, Neighborhood House, Harriet Tubman Center, United Methodist Center, JustUs WeCare, and the Portland Elementary School for community cultural planning process that will engage the residents of an underserved, urban neighborhood in Louisville.

University of Kentucky Cooperative Extension Service, Elliott County Office (on behalf of Elliott County Tourism Development Council), Sandy Hook, KY

PROJECT TYPE: Cultural Tourism/District, \$10,000
To support a partnership with Elliott County Heritage Arts Network, Inc. and Elliott County Tourism Development Council to fund the design of an educational facility as part of the Cultural Heritage Welcome Center.

Williamsburg Action Team, Inc., Williamsburg, KY
PROJECT TYPE: Cultural Assessment/Planning, \$10,000
To support a partnership with the Williamsburg Chamber/Action Team, Appalachian Artists Guild and the Save the Children Federation for an assessment of the community's cultural and performing arts resources.

Quotable Quote

Children who learn to create, don't destroy.

-Louise McIntosh Slaughter, US Congresswoman

Summer 2001 Grant Awards

FY2002 Arts Development

The amounts indicated for organizational support awards in the Challenge and Arts Development categories are the amounts initially recommended by their respective panel processes and approved by the Arts Council. However, due to a statewide budget cut for FY02 those grants will be reduced by 3.5% from the amount shown.

COUNTY	ORGANIZATION	AMOUNT
BOYD	Artists in Concert, Inc.	1,600
BOYD	Ashland Area Art Gallery	5,600
BOYD	Paramount Arts Center	43,400
CALLOWAY	Jackson Purchase Dance Co.	1,300
CHRISTIAN	Pennyroyal Arts Council	12,400
CLARK	Win. Cncl. for the Arts/ Leeds Ctr	5,200
CRITTENDEN ...	Fohs Hall Community Arts Found..	3,100
DAVIESS	RiverPark Center, Inc.	95,700
DAVIESS	Theatre Workshop of Owensboro..	7,000
FAYETTE	Actors Guild of Lexington	15,400
FAYETTE	Central Ky. Youth Orchestra	3,200
FAYETTE	Headley-Whitney Museum	20,900
FAYETTE	Lexington Art League	11,800
FAYETTE	Lexington Ballet Company	18,500
FAYETTE	Lexington Children's Theatre.....	31,500
FAYETTE	Lexington Philharmonic	74,300
FAYETTE	Lexington Shakespeare Festival ...	6,200
FAYETTE	Living Arts & Science Center	16,100
FLOYD	Jenny Wiley Theatre	31,600
FRANKLIN	Frankfort Arts Foundation	7,400
GRAVES	Mayfield/Graves Co. Art Guild	4,100
HART	Horse Cave Theatre	42,400
HENDERSON....	Ohio Valley Art League	1,000
JEFFERSON	Artswatch	3,200
JEFFERSON	Ballet Espanol	3,400
JEFFERSON	International Order of E.A.R.S.	1,200
JEFFERSON	Kentucky Ballet Theatre	10,500
JEFFERSON	KY Shakespeare Festival	27,100
JEFFERSON	Louisville Youth Choir	6,300
JEFFERSON	New Performing Arts, Inc.	10,400
JEFFERSON	Pigeon Nest: Ed. Urban Min.	4,000
JEFFERSON	Voices of Kentuckiana, Inc.	7,275
JEFFERSON	Walden Theatre	20,500
KENTON	Behringer-Crawford Museum	5,100
KENTON	Carnegie Visual & Perf. Arts Ctr.	14,600
KENTON	Covington Community Center	7,800
KENTON	Media Working Group	12,200
KENTON	My Nose Turns Red Theatre Co. ...	2,200
KNOTT	Hindman Settlement School	4,900
LETCHER	Appalshop Inc	140,200
MADISON	Berea Arts Council, Inc.	2,800
MADISON	Richmond Area Arts Council	12,100
MCCRACKEN ...	Market House Theatre Inc.	22,400
MCCRACKEN ...	Museum American Quilter's Soc.	42,300
MCCRACKEN ...	Paducah Symphony Orchestra...	26,300

COUNTY	ORGANIZATION	AMOUNT
MCCRACKEN ...	Yeiser Art Center	7,300
MERCER	Ragged Edge Community Theatre	3,900
MONTGOMERY .	Montgomery Co Cncl for the Arts.	4,100
PENDLETON	Kincaid Regional Theatre	6,400
PERRY	Gtr. Hazard Area Arts Council	6,500
PULASKI	Master Musicians Festival	7,300
TRIGG	Cadiz Community Arts Center	4,200
WARREN	B.G.-Western Symp. Orchestra	3,600
WARREN	Capitol Arts Alliance, Inc.	44,300
WARREN	Public Theatre of Kentucky	6,300
WARREN	VSA Arts of Kentucky	9,500
WHITLEY	Fine Arts Assn of SE Kentucky	1,100
WOLFE	Wolfe County Arts Association	2,800
TOTAL		\$953,775

FY2002 Artist Professional Development Grants (1st Quarter)

COUNTY	NAME	AMOUNT
FLOYD	Judy Yunker	500
FRANKLIN	Debbie Vaught Cox	420
JEFFERSON	Marguerite V Murnau	500
JEFFERSON	John Perry	500
JEFFERSON	Cheryl Skinner	500
ROCKCASTLE ..	Mary T McFarland	444
SHELBY	Valerie Sullivan Fuchs	400
WOODFORD	Paula Wojasinski	417
TOTAL		\$3,681



FY2002 Individual Artist Project Grants

ESTILL.....	Beth Curlin	3,000
FAYETTE	Nancy Jones	3,000
FAYETTE	Robert Morgan.....	3,000
FLOYD	Leatha Kendrick	3,000
HARLAN	Clara Atkins-Pope	3,000
JEFFERSON	Lorna Littleway	3,000
JEFFERSON	Frank Richmond	3,000
JEFFERSON	Ronald Schildknecht	1,750
WARREN	John Edmonds	2,800
TOTAL		\$25, 550

FY2002 Challenge Grant Program

The amounts indicated for organizational support awards in the Challenge and Arts Development categories are the amounts initially recommended by their respective panel processes and approved by the Arts Council. However, due to a statewide budget cut for FY02 those grants will be reduced by 3.5% from the amount shown.

CAMPBELL	Northern KY Symphony, Inc.	21,200
DAVIESS	Owensboro Dance Theatre	3,200
DAVIESS	Owensboro Museum of Fine Art.	36,900
DAVIESS	Owensboro Symph Orch	26,100
FAYETTE	Lexington Arts & Cultural C'l	55,600
HENDERSON....	Henderson Area Arts Alliance	9,700
JEFFERSON	Actors Theatre of Louisville	164,600
JEFFERSON	Chamber Music Society/L'ville	1,300
JEFFERSON	Fund for the Arts	161,600
JEFFERSON	J. B. Speed Art Museum	89,800
JEFFERSON	Kentucky Art and Craft Found ...	48,900
JEFFERSON	KY Dance Council, Inc.....	86,900
JEFFERSON	KY Opera Association	91,600
JEFFERSON	Louisville Bach Society	5,800
JEFFERSON	Louisville Orchestra	161,400
JEFFERSON	Louisville Theatrical Assn	5,600
JEFFERSON	Louisville Visual Art Assoc	39,200
JEFFERSON	Louisville Youth Orchestra	7,400
JEFFERSON	Music Theatre Louisville	17,200
JEFFERSON	Sarabande Books, Inc.	19,000
JEFFERSON	Stage One Lou Childrens Thtr ...	46,600
JEFFERSON	The Louisville Chorus	2,000
PULASKI	Lake Cumberland Perf. Arts	5,000
SHELBY	Shelby Co. Community Theatre ...	4,500
TOTAL		\$1,111,100

FY2002 Folk Arts Apprenticeship Program

CARTER	Jesse Presley Fraley	2,588
LAUREL.....	Dorothy Dukepoo-Goode.....	1,500
LAUREL.....	Arnold Richardson	2,000
TOTAL		\$6,088

FY2002 Folk Arts Project Grants

CALDWELL.....	Princeton Art Guild, Inc	2,000
CALLOWAY	Murray State Univ	500
CLAY	Big Creek/Oneida FRC	2,425
CLAY	Burning Spr/Laurel Crk FRC	2,425
CLAY	Clay Co. Board of Education	2,500
EDMONSON	Mammoth Cave National Park	1,000
FAYETTE	St Andrew Anti Orth Church	2,000
HART	City of Horse Cave.....	1,200
HENDERSON....	Downtown Henderson Project	1,000
JACKSON	Stringbean Memorial, Inc.	3,000
JACKSON	Tyner FRC Folk Arts.....	2,425
JEFFERSON	ElderServe, Inc.	1,200
JEFFERSON	Jewish Community Ctr of L'ville ...	3,000
JEFFERSON	Locust Grove Historic Home	1,000
KENTON	Kenton County Public Library	2,500
KENTON	Ninth District FRC	1,200
LESLIE.....	Mary Breckinridge Fest ival	925
MADISON	Berea Coll Appalachian Ctr	3,000
POWELL.....	Stanton Elementary School	2,500
PULASKI	Master Musicians Festival	3,000
WARREN	KY Museum at WKU	1,200
TOTAL		\$40,000

FY2002 Salary Assistance

BOYLE	Arts Comm of Dville/Boyle Co ..	10,000
CALDWELL.....	Princeton Art Guild, Inc	7,000
CLARK	Winchester Cncl. for the Arts	13,000
CRITTENDEN ...	Fohs Hall Comm Arts Found	10,000
JEFFERSON	Juneteenth Legacy Theatre	13,000
JEFFERSON	Pleiades Theatre Company	13,000
MADISON	Berea Arts Council, Inc.	10,000
MERCER	Ragged Edge Comm Theatre.....	7,000
WARREN	Capitol Arts Alliance, Inc.	13,000
WOLFE	Wolfe Co Arts Association	13,000
TOTAL		\$109,000

FY2002 School/Community/Arts Partnership Program (SCAPP)

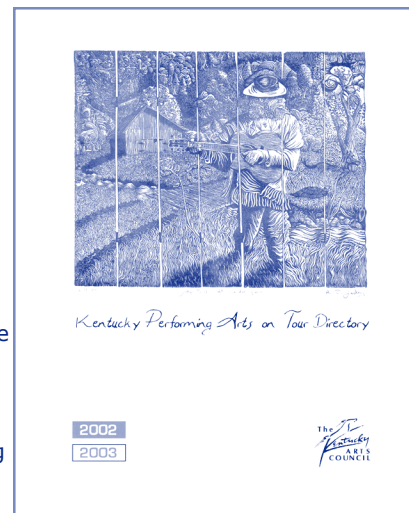
BOYD	Ashland Independent Schools	2,500
CLARK	George Rogers Clark HS	2,500
CRITTENDEN ...	Crittenden Co School District	2,500
DAVIESS	Philpot Elementary	2,500
JEFFERSON	St. Raphael the Archangel	2,500
JOHNSON	Paintsville Elementary School.....	2,500
KNOTT	Carr Creek Elementary	2,500
MADISON	Mayfield Elementary	2,500
WASHINGTON .	Central KY Youth Academy	2,500
TOTAL		\$22,500

FY2002 Project Grants

BARREN	Citizens for Gospel Music Inc.	3,000
BATH	Bath Co. High School	400
BOYD	Artists in Concert, Inc.	2,000
BOYLE	Kentucky Theatre Association	2,000
BOYLE	Kentucky Theatre Association	2,500
CHRISTIAN	Pennyroyal Arts Council	3,000
CHRISTIAN	Pennyroyal Arts Council	3,000
CLAY	Burning Sprgs/Laurel Cr FRC	3,000
CLAY	Horse Creek/Paces Creek FRC. ...	1,250
DAVIESS	City of O'boro, DB Rec Ctr	1,125
DAVIESS	O'boro Symphony Orchestra	3,000
DAVIESS	O'boro Symphony Orchestra	3,000
FAYETTE	Arc of the Blue Grass, Inc.	1,177
FAYETTE	Chamber Music Society of Ctrl KY..	500
FAYETTE	Lexington Ballet Company	2,350
FLOYD	Jenny Wiley Theatre	3,000
FRANKLIN	Frankfort Arts Foundation	3,000
FRANKLIN	Frankfort Arts Foundation	3,000
JEFFERSON	Ballet Espanol.....	3,000
JEFFERSON	City of Lou/Off of Youth Dev't	3,000
JEFFERSON	Field Elementary School	3,000
JEFFERSON	Juneteenth Legacy Theatre	3,000
JEFFERSON	Juneteenth Legacy Theatre	3,000
JEFFERSON	KY Council on Economic Ed	3,000
JEFFERSON	Ky Shakespeare Festival	3,000
JEFFERSON	Lighthouse Promise, Inc.	3,000
JEFFERSON	New Vision Ent/New Vision Gall	2,700
JEFFERSON	Pigeon Nest	3,000
JEFFERSON	The Pleiades Theatre Co.	3,000
JEFFERSON	Trunnell Elementary School	3,000
KENTON	City of Covington	3,000
KENTON	Covington Community Center	3,000
KENTON	Covington Community Center	3,000
KENTON	J E. Biggs Early Childhood Educ ...	3,000
KENTON	Latonia Elementary School	1,400
KENTON	My Nose Turns Red Theatre Co	3,000
KENTON	My Nose Turns Red Theatre Co	3,000
MADISON	Berea Arts Council, Inc.	1,515
MADISON	Ky Guild of Artists & Craftsman ...	3,000
MADISON	Mad Co Children's Action Ntwk.....	3,000
MADISON	Richmond Area Arts Council	1,500
MCCRACKEN ...	City of Paducah	3,000
MCCRACKEN ...	Paducah Symphony Orchestra.....	3,000
MCLEAN	McLean Co. School System	3,000
MONTGOMERY ..	Montgomery County Arts C'l	3,000
MUHLENBERG ..	Hughes-Kirk Elementary	340
NELSON	Red Crow Indian Council	3,000
PERRY	Gr Hazard Area Arts Council	3,000
PULASKI	Lake Cumberland Perf. Arts	3,000
PULASKI	Master Musicians Festival	3,000
ROWAN	KY Folk Art Center	3,000
TRIGG	Cadiz Community Arts Center.....	3,000
WARREN	BG Chamber Orchestra, Inc.	3,000
WARREN	Women' Studies Program	3,000
TOTAL		\$140,757

FY2002 Performing Arts on Tour Directory

The Performing Arts on Tour Directory, which promotes a selection of Kentucky's finest contemporary and traditional performing artists who are available for touring, will include twenty-four new artists this year. The artists were selected by an independent jury based on artistic excellence, marketing capacity, and touring history. They are:



DANCE

Kentucky Ballet Theatre

MUSIC

American Spiritual Ensemble

Beyond the Pale

Steve Crews Trio

Diane Earle

Jay Flippin-Gordon Towell Jazz Duo

The Kettleheads

Noemi Lugo

Louisville Bach Societ

Louisville Mandolin Orchestra

No Tools Loaned

Northern Kentucky Symphony and its subsidiaries

Osland/Dailey Duo

Pale, Stout, and Amber

Butch Rice

Cheryl Skinner

Mike Tracy

Irina Voro

Steve Wogaman

THEATRE

Badeye and Wanda

Hasan Davis

David Garrard

Roadside Theatre

The directory will be available in October 2001. Presenters and others interested in booking these artists for performances and project may apply for a grant to cover partial artists' fees through the Kentucky Arts on Tour Program. As the directory has become a biennial publication, applications for the directory will only be accepted again in 2003. For more information, contact Heather Lyons at (888) 833-2787 or heather.lyons@mail.state.ky.us.

Upcoming Performing Arts on Tour Performances

The Kentucky Arts On Tour Program makes quality public performing arts events available to the people in communities large and small across the commonwealth. This program provides presenters with partial fee support for booking artists, ensembles, and companies included in the Kentucky Arts Council's Performing Arts On Tour Directory. The performances listed below are by artists included in the Directory, and are funded through the Kentucky Arts Council's Arts on Tour grant program. For more information about these performances, please contact the appropriate presenter.

Sept. 2, 2001

Saxton's Cornett Band, Freeman Lake Park, Elizabethtown, 270-769-3475

Sept. 6 2001

Homer Ledford Cabin Creek Band, Paris Fine Arts Center, Paris, 859-987-4419

Oct. 21, 2001

Saxton's Cornett Band, Singletary Center Recital Hall, Lexington, 859-257-1706

Oct. 11 2001

Saxton's Cornett Band, Madison Middle School, Richmond, 859-624-4251

Oct. 19 2000

Lexington Philharmonic, Pine Mountain State Park, Pineville, 606-331-2237

Nov. 30, 2001

Louisville Orchestra, Bradford Hall (KSU), Frankfort, 502-875-4278



New Monthly Radio MARKETING

Beginning August 9, 2001, Craft Marketing Program juried craftspeople and artists included in the Arts Council's Performing Arts Directory can be heard monthly on Nick Lawrence's award winning radio talk show, "Curtains At Eight," on WUKY, Lexington. As an effort to enhance public awareness and promote Kentucky artists, this program is an excellent forum for keeping the general public aware of activities and future events. Beau Haddock, Media Communications and Marketing, KCMP, will be lining up shows to air through March 2002, as promotion for Kentucky Crafted: The Market. If you are contacted to appear on the show, your participation will be greatly appreciated and will contribute to the success of this program. Work continues on promoting this program to all areas of the state, using NPR affiliates. For more information, contact Beau Haddock, 1-888 592-7238 ext. 4817, or e-mail beau.haddock@mail.state.ky.us.

~ HOT DATES! ~

KAC BOARD MEETINGS

SEP 21	Elizabethtown
DEC 7	Louisville

EVENTS

SEPT 27-29	KY Folklife Festival/Frankfort
OCT 3-7	Southern Arts Exchange/ Louisville

APPLICATION DEADLINES

OCT 15	Teacher Incentive Program
DEC 3	Individual Artist Prof. Development
DEC 11	Kentucky Arts on Tour
JAN 10	Community Arts Development
JAN 15	Arts in Education Artist Roster
	Salary Assistance
JAN 21	Artist in Residence Sponsor

START News Update

Kentucky Looks at Arts Participation in a New Way

Several convenings of various stakeholders have taken place since last reporting on progress of the Kentucky START (State Arts Partnership for Cultural Participation) initiative. Arts Council executive and program staff, board members and executive directors from Citizens for the Arts and Arts Kentucky attended **pARTticipate 2001**, a joint conference of the National Assembly of State Arts Agencies and Americans for the Arts, at the end of July in New York City. On August 27, representatives from the Kentucky Arts Council's START partners (Appalshop, Arts Kentucky, the Collaborative for Teaching and Learning, Kentucky Arts Presenters, Kentucky Center for the Arts and Kentucky Citizens for the Arts) met in Frankfort.

Two events at **pARTticipate 2001** were particularly significant for Kentucky's START work with the Wallace - Reader's Digest Funds' grant. Led by Wallace Funds arts program director Michael Moore (see article page 17), a session entitled "Active Participation in Culture Creates Individual and Community Meaning" examined the current research by the RAND Corporation on why people become involved in the arts, how arts organizations can influence their participation, and what lessons can be learned from leaders in the field. Kevin McCarthy, co-author of the RAND study, *A New Framework for Building Participation in the Arts*, highlighted the studies findings on field research, interviews, and surveys with more than 100 organizations from around the country that have been highly successful in increasing and diversifying arts participation. The Wallace Funds also hosted a luncheon for the 13 state arts agencies that received START

grants. It provided an opportunity for people with similar job functions to share approaches and challenges likely to evolve as START initiatives are implemented in their respective states.

The full day meeting in Frankfort among START partners was both visionary and pragmatic. The morning began with an overview of the project, followed by an insightful discussion about participation; defining the arts, understanding the terminology of the RAND research, and the relationships of the arts, arts presenters and their communities. Building on that common understanding, the partners planned around the Arts Council's goals that apply to START, a review and revision of the progress indicators and timeline. The partners' discussion became a synthesis of ideas to address the needs of arts organizations and the communities they serve in relation to participation in the arts in Kentucky. The partners and staff provided input for the work in progress, which will continue to be reviewed as START evolves.

The Wallace - Reader's Digest Funds have launched an interactive Web site **www.arts4allpeople.org**, as a resource for anyone or any group dedicated to the arts and culture, who wish to share or gain better insight into successful ways to build and enhance audience participation. The site was designed to facilitate the exchange of new research, concrete ideas and "best practices" to promote *service to people* as integral to the health of arts institutions and to the life of their communities. Check it out!

START News Update is a regularly featured column in the Blue Moon.



DeWitt Wallace-Reader's Digest Fund
Lila Wallace-Reader's Digest Fund

For more information about Kentucky's START initiative, contact Lori Meadows, Executive staff Advisor, 1-888-833-2787, or e-mail lori.meadows@mail.state.ky.us.

Continued Rise in Web participation

According to a recent release of the latest in three annual studies by The Media Audit, minority participation on the web is rising sharply. Senior citizens and homemakers are joining the web audience at an impressive rate.

- Men age 18+ increased by 26% in the past three years
- Women now make up more than 48% of the total web audience
- 44% of African-American households are on the web
- Among Hispanic households, 42% are now on the web
- Asians were quick to embrace the web with more than 70% logging on in 2000
- Just over 58% of white households visited the web in 2000
- Almost 25% of retired households are on the web, an increase of 84% since 1998.
- 37% of households occupied by those age 50+ are on the web, an increase of more than 51% in three years
- 43% of homemakers are now on the web
- Blue-collar workers increased from 29% in 1998 to 44% in 2000
- Working women increased their presence to 63% in 2000
- Working mothers recorded similar increases to 63% in 2000

Celebrate Arts and Humanities through the Media

October is **National Arts and Humanities Month**, an opportune time to highlight the value of the arts and humanities in an op-ed, an opinion piece that appears opposite the editorial page of your local newspaper. An op-ed enables you to raise public awareness of an issue while educating policy makers and positioning your organization as a resource for the media.

Here are some general guidelines and ideas for op-eds. It is important to underscore your broader message of the value of the arts to your community and the people in it with examples and statistics of local significance.

Recommended Themes and Talking Points

Rationale for National Arts and Humanities Month.

National Arts and Humanities Month is a special time to honor and learn more about cultural life in communities across the country. Here is an extraordinary chance to illustrate the value of arts and humanities programs to your community, perhaps specifically those that receive federal funding.

Specific Artists/Treasures. Each community, no matter what size or where, has its own artists and treasured cultural organizations. Each community has its own important patrons and supportive elected officials, its own local heroes for the arts and humanities. National Arts and Humanities Month can be a time to say thanks, to highlight the impact these artists made, and the arts challenges ahead.

American Opinion/Polls. A recent national public opinion poll convincingly demonstrates that a majority of the American public believes in the value and importance of arts education to a child's development. However, many parents are satisfied with the amount of arts education their children receive at school or in their community, leading to sense of complacency about the need to support arts education. Moreover, results indicate that most respondents don't know how to get involved in advocating for their child's arts education. National Arts and Humanities Month is an opportune time to raise awareness in your community about how valuable the arts are for children and to let parents know what they can do to get involved!

Op-Ed Checklist

Define the Goal of the Piece. Are you trying to: Educate the public and policy makers, frame the issue, raise awareness, etc. Use National Arts and Humanities Month as a jumping-off point for your op-ed, not as the subject.

Select the Best

Author. Sometimes an op-ed is most effective when it is ghost written for a prominent business leader or public figure by the person who can provide comprehensive information on the subject: You!

Timing. Always consider how the op-ed can be linked to a particular event to maximize its impact.

Follow Up. Be sure to reconnect with the editor to see if/when your op-ed may be used. Offer to tweak it, if necessary, to see it in print.

Tips for Authors

Be Clear and concise. Your op-ed should be about 500-800 words, including a suggested headline and byline, as well as a very short biographical statement about the author.

Remember the Reader. Keep your sentences short and punchy. Back up general statements with facts and make the issue relevant to your community with anecdotes and/or examples.

Be Creative! Take a fresh approach. Find a way to engage your reader from start to finish.

Timeline. Newspapers take up to two weeks to publish an op-ed. Be patient, but keep in touch to find out the status of the piece once you've submitted it.

Other Uses for Op-Eds

Letters to the Editor. If the paper doesn't run your op-ed, feel free to resubmit it as a letter to the editor by paring it down to about 300 words.

Press Releases. Adapt the op-ed for a press release for reporters and talk show/public affairs program directors.

Position Statements. Use your piece as the framework for a position paper to distribute to key decision-makers and other audiences as appropriate.

National Arts and Humanities Month is sponsored by Americans for the Arts. Please call us at 212.223.2787 with questions or visit our Web site at www.artsusa.org.



*National Arts
and Humanities
Month*

Get Connected With *Arts Kentucky*

Ever since reading ***Bowling Alone: The Collapse and Revival of American Community*** by Robert D. Putnam, I have viewed the importance of Arts Kentucky in a whole new light. These past couple of years I have been invited to many meetings that have been focused on using the visual and performing arts, the craft industry and tourism to promote economic development. And while those discussions are important, they miss a more fundamental issue that needs to be addressed, which is the value of individual citizens participating in—not just buying tickets to—arts and cultural activities in their own hometown. What Mr. Putnam points out in his book is that “our stock of **social capital** - the very fabric of our connections with each other, has plummeted, impoverishing our lives and communities.”

Bowling Alone does not focus on the arts, but looks at a broad range of ways Americans have typically come together, formally and informally over the past 100 years. When he talks of **social capital** he is referring to the “collective value of all social networks (who people know) and the inclinations that arise from these networks to do things for each other.” He states very plainly “**social capital creates value for the people who are connected.**”

Connected. That was the word that really made me take notice. From the day I was hired as Executive Director of Arts Kentucky, there was a clear mandate to move the organization in a direction that would foster communication and networking among artists, craftspeople, and arts and cultural groups. I even chose as our email address: connect@artsky.org. And this was long before I read *Bowling Alone*! Artists have always seemed to know the value and importance of being and *feeling* connected. Even visual artists, writers and craftspeople whose work is often done alone in a studio appreciate the need to be connected to their subject matter and their materials. Performing artists know the thrill of connecting with their fellow artists and their audience. No one needs to convince artists of the need for being connected!

But what elected official ever thought of their town’s Community Choir, Poetry Guild or Sunday Sewing Circle as a primary, necessary means of creating **social capital**? I think it is time we begin talking about how participation in arts and cultural activities naturally brings people together, automatically creates social capital and results in individuals being and feeling more **connected** to their community.

It was because of Mr. Putnam’s book that Arts Kentucky began to actively encourage and support the Regional Arts Meetings that have been taking place all around the state. If you are someone, artist or not, who recognizes the importance of social capital to improving our lives and communities I hope you will make time to attend one of the Regional Arts Meetings that are coming up. Check out the Arts Kentucky website to find out when and where these meetings are happening. Go to **www.artsky.org** and look at the “What’s New” page. Get connected at Arts Kentucky, it will increase your stock of social capital.

Trish Salerno, Executive Director
Arts Kentucky
624 W Main Street, Louisville KY 40202
502-561-0701
www.artsky.org
connect@artsky.org

The Arts Online

www.internationalculturalcompass.org provides information on international policies, legislation, funding, research, and developments as they affect the cultural sector.

The Continental Harmony website, **www.pbs.org/harmony**, profiles 58 projects across the U.S., with teachers guides, audio clips of and composers talking about their work, and a Sound Lounge—where visitors can play around with a composition’s melody, rhythm, and arrangement.

The Register of Creative Communities is an online information source aimed at disseminating examples of and promoting cross sector links among arts and culture, health, business, environment, regeneration, and community development. Visit **www.creativecommunities.org.uk**, select the Creative Links icon, and then click on Register.

New Faces Around the Office

Mark Brown KFP Folklife Specialist



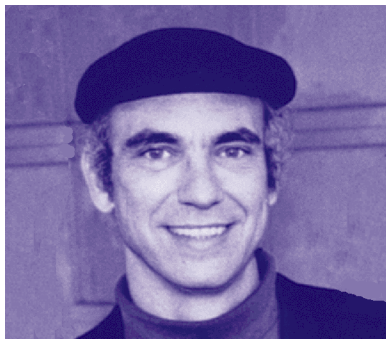
Mark Brown joined the Kentucky Folklife Program in June—just in time for Kentucky Folklife Festival preparations! Mark is a native Kentuckian, born and raised on a farm in Glendale. He attended the University of Kentucky, where he received a BA in English with a minor in Judaic Studies. He



went on to Western Kentucky University, completing an MA in Folk Studies. His experience includes an internship with the Mammoth Cave National Park Curatorial Office, and a graduate assistantship with the Education Curator at the Kentucky Museum at WKU. He enjoys playing guitar, singing, and writing songs.

Beau Haddock KCMP Media Communications & Marketing

Beau Haddock has joined the Kentucky Craft Marketing Program to replace Kitty McAllister in Media Communications and Marketing. Some of you might know Beau as a national and local singer/songwriter/producer. He brings his media and communication skills to us from years of music and commercial business development experience. The Craft Marketing Program is glad to have him on board! Contact Beau at 1/888/592-7238, Ext.4817, or e-mail: beau.haddock@mail.state.ky.us.



Suzanne Adams KAC Circuit Rider



Suzanne Adams lives and works in Louisville, Kentucky, where she is an adjunct faculty member of Jefferson Community College. With degrees from Minneapolis College of Art and Design and the University of Louisville, she has been an educator and an artist for more than

20 years. Suzanne works in a variety of media from ceramic sculpture to collage, and focuses on concerns such as women, empathy and the human touch. Her work has been included in a number of solo and group exhibitions throughout the nation.

Heather Lyons KAC Interim Individual Artist Program Director



Heather Lyons has been associated with the Kentucky Arts Council in a variety of capacities for the past eleven years. For eight years, she served as an Artist-in-Residence with schools and organizations across the state. As an individual artist (film and videomaker) she received numerous

grant awards for her own work, as well as an AI Smith Fellowship and the opportunity to go to Ecuador as part of the Arts Council's Cultural Exchange Program. Heather has served as a member of the Kentucky Peer Advisory Network (KPAN) since its inception in 1997. Additionally, Heather has served as Project Director for several community arts events and as Development Director for non-profit performing and visual arts organizations.

FUNDING OPPORTUNITIES

Palm IIIIXE Products Donation Program

Deadline: ongoing. Through the Palm Products Donation Program, Palm, Inc. donates Palm products to charitable organizations so as to "enable such groups to streamline work processes and simplify information management." Tax-exempt organizations, IRS Sections 170© or 501©(3), are eligible. Visit <http://www.palm.com/about/corporate/donations.html>.

NEA Folk & Traditional Arts Infrastructure Initiative

Consultation deadline: August 31, 2001. Application deadline: October 1, 2001. The National Endowment for the Arts (NEA) Folk & Traditional Arts Infrastructure Initiative will support up to 12 start-up folk arts positions at local arts agencies and community-based cultural organizations. Call 202.682.5678 or 202.682.5726. For guidelines, visit <http://www.arts.gov/guide/Folk02/folkindex.html>.

Bringing Artists Into Libraries

Deadlines: September 15, 2001; November 15, 2001; January 15, 2002; and March 15, 2002. LIVE! @ Your Library: Building Cultural Communities provides grant opportunities for libraries to present theme-based cultural programming for adults and family audiences to explore issues and feature appearances by literary, visual, and performing artists. Call the American Library Association at 312.944.2404 or visit www.ala.org/publicprograms/live.html.

MetLife Foundation Announces Eligible States for 2001 Museum Connections

Deadline: October 31, 2001. The MetLife Foundation's Museum Connections program provides funding to support art museums in their efforts to increase interaction between museums and the people in their communities, expose a broader segment of society to the cultural resources found in museums, and build new and diverse audiences for the arts. In this round of funding, the foundation is accepting proposals from museums in the mid- and southwestern United States, including Kentucky. Art museums that have been in existence for over five years are eligible to submit an application. Grants will support initiatives such as: programs to extend the reach of a museum beyond its walls; acquisition of artwork that broadens the scope of an organization's collection to include local artists and artists of diverse backgrounds; local artists, or artists with diverse perspectives, working and conducting programs at the museum; collaborations between mainstream museums and cultural specific museums, or museums and nonprofit organizations whose primary mission does not focus on the arts, or between museums and arts organizations; and exhibitions featuring the work of local artists or works that engage audiences in dialogue about ethnic or regional cultures. Guidelines and application forms for the Museum Connections program can be downloaded from the MetLife Foundation's Web site: <http://www.metlife.org/> or obtained by calling the MetLife Foundation: (212) 578-4587.

Save Outdoor Sculpture !

Updates needed! Save Outdoor Sculpture! conducted a national survey of outdoor, publicly accessible sculpture from 1992-1997. Now, the condition, maintenance, and location of these sculptures need to be updated. Not only does this standing Inventory of American Sculpture need to be revised, but newly commissioned and installed outdoor sculptures need to be added to the survey report.

To find out if your favorite outdoor sculpture was part of the survey, contact the Inventory of American Sculpture at (202) 357-2941, or email at artef@nmaa.si.edu or search for a sculpture online by visiting the Smithsonian Institution Research Information Service web site at www.siris.si.edu, and then selecting "art inventories." Notification reports for updating our inventories can be found at www.nmaa.si.edu/study/sos-treatment.html. Please mail these completed forms to: Inventory of American Sculpture, Smithsonian American Art Museum, Smithsonian Institution, Washington, D.C. 20560-0230.

The sculpture updates are a joint project of Heritage Preservation and the Smithsonian American Art Museum. Updates can also be catalogued by calling 888.767.7285, or by sending email to SOS!@heritagepreservation.org. If your neighborhood sculpture is not part of the survey, then please contact us to insert it into the inventory.

SOS! is an organization committed to the preservation of outdoor sculpture across the United States. At least one sculpture in every state has benefited from an SOS! conservation award.

From state parks, capitols, and libraries to cemeteries, schools, and churches, public sculpture in your region is getting a new face thanks to SOS!.

RETHINKING PARTICIPATION: A FRAMEWORK FOR CHANGE

By Michael Moore **ARTS PROGRAM DIRECTOR, WALLACE-READER'S DIGEST FUNDS**

Before *The Harlem Nutcracker* opened at the Detroit Opera House in November 1998, many local residents had never ventured inside the venerable structure to enjoy a performance. "It's not because they don't want to come," Oliver Ragsdale, president of the Arts League of Michigan, said. "It's because no one has formally extended an invitation that will reach them."

But when three Detroit-area organizations joined forces, the invitation was extended, and a noticeable and welcome shift in arts participation began to occur. The presentation of Donald Byrd/The Group's ballet, *The Harlem Nutcracker*, combined the assets of the University Musical Society of Ann Arbor, the Arts League of Michigan and the Detroit Opera House in a shared commitment to increasing participation in arts.

What is happening in these three organizations goes far deeper than the presentation of outstanding work, or the audiences it has drawn. This is just one of many examples of cultural leaders from distinctly different organizations finding both common purpose and new ways of working and, in the process, creating greater and richer arts opportunities for people.

In Detroit and across the country, arts presenters know that participation matters and that it returns powerful benefits. Among the rewards are improved artistry, greater board and staff enthusiasm, enhanced community visibility, increased financial support, and reinvigorated organizations with a vital sense of purpose.

Enhancing arts participation is also hard work. Resources are scarce, the risk of failure always present. Aspirations for greater participation must be deeply rooted in an organization, and decisions about goals and methods

thoughtfully crafted. While arts organizations are skilled at devising creative ways to pursue audience engagement, choosing the right strategy for the right circumstances can be guesswork. What is needed is a framework within which to understand the lessons of others and to design successful strategies for any circumstance.

A Strategic Framework for Arts Participation

What should a framework for increasing participation include? It begins with a different base of research. Traditionally, the arts have relied on information about economic status, education and other background factors to explain the motivations and attitudes of potential participants. Demographics may relate to participation, but they do not determine it. In other words, attempting to influence an individual's background characteristics won't work in attracting the public. A RAND study conducted for the Wallace-Reader's Digest Funds, to be released this summer, is helping us learn that people's decisions to participate involve a complex set of choices influenced by a much broader range of factors. Unlike demographics, however, these factors are open to influence through smart changes in business practice.

Strategic Framework for Arts Participation

		Types of Participants			Possible Barriers
		Creators	Audiences	Stewards	
Changes in Participation	Broaden	Increase number of artist residencies, performances or exhibitions	Attract more of the same groups of people as currently served	Attract more of the same members, donors, trustees or volunteers as currently served	
	Deepen	Extend length of artist residencies or commissions; provide higher quality support for artists	Increase frequency/variety of interactions with current audiences; enhance visitor/ Audience service	Incr. level of personal/ financial contribution among those currently served; impr donor service	
	Diversify	Change type/ variety of art forms presented; provide multi-disciplinary programs	Attract and serve different audience groups from those currently served	Attract support of individuals from different target groups	

(continued next page)

The RAND findings will help other organizations develop a systematic understanding of how people participate, what it means to increase participation, and what barriers complicate participation-building efforts. Coupled with insights from the work of our grantees, the RAND findings have helped the Funds develop some language and definitions that can guide institutions in making more strategic decisions. We call the resulting model a *Strategic Framework for Arts Participation*. The model organizes critical distinctions that lead an organization to choose what to do, for whom and how:

1. Modes of participation

People participate in the arts and the work of arts organizations as creators, audiences or stewards (board members, volunteers and investors). Every organization juggles competing expectations from all three groups, and these expectations shift and change over time. As a result, an arts organization first needs to think in targeted terms about those it is attempting to reach. It then needs to craft different strategies to balance the divergent claims of each participant group. Understanding the needs and relationships of targeted groups to institutions is also critical to funders seeking to make good investments. For arts groups and funders alike, successfully building participation is not a one-size-fits-all enterprise. Strategies must be tailored to the organization's mission, artistic goals, institutional needs and resources, and community.

2. Changes in participation

Organizations must then decide how they want participation to change. The model describes three options:

- *Broadening* means striving to serve more of the same people as the existing participants. Broadening the participation of creators, for example, might mean increasing the number of artists involved in residencies, exhibitions or performances.
- *Deepening* means serving the same or fewer people, but in a more frequent or intense manner. Stewards might deepen their participation by devoting more volunteer hours to an organization or by contributing or generating more financial support.
- *Diversifying* means serving different people from those who currently participate. Frequently, organizations think of new audiences as those with whom they have had limited or no contact.

3. Barriers to participation

RAND's research helped us understand that broadening, deepening and diversifying participation have uniquely different challenges:

- If an organization has the goal of broadening participation, the likely barriers are *practical* – for example, space, advertising, marketing, hours or accessibility.
- If an organization wants to create a deeper connection, strategies tied to overcoming *experiential* barriers – connection to the artists and art forms or the organization's quality of service – are the common obstacles.
- *Perceptual* barriers are the most important factors to

address when attempting to diversify participation. People must see a value in their relationship with an organization, from their own perspective, before they take the first step toward participation.

Distinguishing between different barriers to participation is critical to balancing resource allocations and the competing demands for service. For instance, lowering ticket prices (practical) and changing what is on the stage or in the gallery (experiential) will likely not solve the perceptual barriers that confront people different from those already being served. Attempting strategies that are misaligned may not just be a lost opportunity. It may, in fact, alienate existing artists, audiences or stakeholders.

Organizations are just beginning to explore the possibilities for the *Strategic Framework for Arts Participation* model. "What is particularly useful to us," said Richard Andrews, director of the Henry Art Gallery in Seattle, "is the clarification of the relationships between artistic mission and modes of participation." Spirited discussions in his organization, which is committed to presenting challenging, innovative work, led to the realization that deepening participation – instead of broadening or diversifying – is the best approach for now. By keeping its focus on its already committed audience – as opposed to "every breathing human in the entire Northwest" – the gallery could devote its resources to achieving greater, more sustained success in reaching its participation goals.

Applying the Framework

How does the model apply to the three Detroit organizations that presented *The Harlem Nutcracker*? Despite pronounced differences in size, purpose and culture, the University Music Society, the Arts League of Michigan and the Detroit Opera House discovered that their participation goals were complementary. What drew them together, said UMS president Kenneth C. Fischer, was their mutual determination to find new ways of working that "allow everyone to share both risks and rewards."

The University Music Society (UMS) and the Detroit Opera House were seeking new audiences, so they both sought to diversify participation. UMS had a long tradition of presenting mostly classical western music in Ann Arbor. When they co-commissioned *The Harlem Nutcracker*, however, the horizons of both UMS and the opera house expanded to include audiences they had never reached. Both had perceptual, practical and experiential obstacles to overcome. For example, the Opera House did not appear welcoming, and Ann Arbor – though less than an hour's drive from Detroit – was not perceived as accessible. UMS also saw the opportunity to deepen its presence with audiences, particularly with stewards. The production attracted corporate sponsorships and other support that would not have been available in Ann Arbor. The Opera House not only brought new audiences into its space, but it also developed more diverse and deeper relationships with community organizations,

especially local artists like the Rudy Hawkins Singers, who performed onstage and in the theater lobby. For the Arts League of Michigan, participation was affected in multiple ways. *The Harlem Nutcracker* collaboration was a vehicle for broadening participation by informing more people in its core constituency about its community program offerings. On another front, the Arts League made valuable connections with major arts institutions and funders, potentially diversifying the participation of audiences, creators and stewards alike.

An Integrative Approach

What qualities and practices are evident in arts organizations that are successful at increasing cultural participation? The RAND study suggests that an integrative approach is essential. Such an approach:

- links an organization's participation-building activities to its core values and purpose by choosing goals that support that purpose;
- identifies clear target groups and bases its tactics on good information about those groups;
- is based on a clear understanding of both the internal and external resources that can be committed to building participation; and
- establishes a process for feedback and self-evaluation.

Organizations that succeed at increasing cultural participation have another deceptively simple quality: the ability to listen. By listening to the people they engage – and would like to engage – organizations can devise targeted, relevant and workable strategies and tactics. Organizations that listen deeply, and with respect, are doing more than conventional planning. They know that engaging people requires a frank examination of perceptions and the active exchange of information. By challenging their traditional view of themselves and their communities, they have the potential to revitalize and intensify people's relationship to the arts.

Arts Council Enhances Public Awareness for the Arts In Kentucky

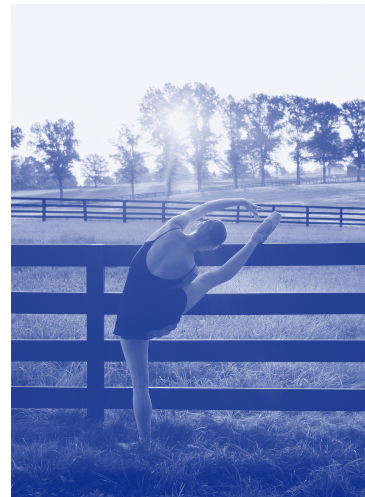
In an effort to fulfill its mission, "that the people of Kentucky value and participate in the arts," the Arts Council has been working diligently to gather information, stories, and research to produce materials that demonstrate the arts working for Kentuckians. "This effort is ongoing," says Arts Council Public Information Officer, Ed Lawrence. "We don't expect that all of Kentucky will wake up on a particular day and suddenly value and participate in the arts. It's a long process, and probably a continuing challenge, but we have to start somewhere."

That somewhere began with a poster to brand the Arts Council and the arts in Kentucky. PowerCreative, a Louisville agency, had initially created the image to welcome attendees to Kentucky for the Southern Arts Exchange this October. The image is so powerful in juxtaposing a formal art discipline against the rural beauty of Kentucky that it speaks more eloquently than a thousand words. It definitely places Kentucky as "The State of the Arts," and so, has become the identifying image for the Arts Council's efforts to heighten public awareness and the Kentucky Citizens for the Arts advocacy campaign.

Support materials include a fact sheet insert for the poster, a video, an informational brochure and a Web site. All of these communications pieces have a basic unified message: Art Works in Education, Art Works for the Economy, Art Works to Build Communities, Art Works for Kentucky — The State of the Arts.

For more information about the arts in Kentucky, contact: Kentucky Arts Council, Ed Lawrence, Public Information Officer, 1-888-833-2787 x 4803, or e-mail ed.lawrence@mail.state.ky.us.

For more information about the advocacy campaign, contact: Kentucky Citizens for the Arts, Cecelia Wooden, 1-502-589-3116, or e-mail ceceliaw@woodenassoc.com.



EVENTS of Interest...

Breaking Down the Walls: Reaching Youth at Risk Through the Arts October 18-19, 2001. www.center4arts.org/page7.html

National Arts Marketing Conference 2001 October 27-30, 2001. Ph: 415.883.3414, e-mail: info@artsreach.com, or Web: www.artsandbusiness.org/programs/namconf.html.

Ethics and the Arts October 28-30, 2001. Call 480.727.7691.

A MESSAGE FROM THE DIRECTOR

The Kentucky Arts Council, as most agencies of state government, has just received the final word on the level of budget reduction for this fiscal year. Our budget will experience a 3.5% cut, which amounts to approximately \$145,000. It could have been more damaging. In fact we were warned that the reduction could be as much as 10%.

Our challenge has been to trim down our total budget by this amount without severely limiting the impact of programs and services. The cuts were made primarily in the two organizational support categories - the Challenge and General Operating Support (formerly Arts Development) Grant Programs. These two grant programs constitute 59% of the total grant funds available. Letters indicating the actual reductions to organizations who are Challenge and General Operating Support recipients have been mailed.

Several other items that were judged to be expendable for this fiscal year were either eliminated or reduced.

The good news is that no staff positions were eliminated, and other grant allocations, including several in the Project Grant Program that were in jeopardy, have been protected. We are thankful for additional funding this year from the National Endowment for the Arts to begin new programs for early childhood education and youth-at-risk. With the excitement generated by the new Wallace-Reader's Digest Funds START initiative, the upcoming Southern Arts Exchange in Louisville, and the October celebration of Arts and Humanities Month, we see that the arts are indeed resilient and continue to work wonders for our commonwealth.

Gerri Cornbs



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